

**REMARKS**

This Response is in reply to the office action mailed September 9, 2005 (hereinafter referred to as the "Office Action"). Claims 1-5, 7- 8, 10-24 and 26-32 were pending. Claims 2, 3, 5, 10, 11, 13, 17, 19, 21, 22 and 24 were (and remain) withdrawn subject to a restriction requirement.

Claims 1, 4, 8, 12, 20 and 23 have been amended herein. No claims have been added or canceled. Accordingly, claims 1-5, 7-8, 10-24 and 26-32 remain pending for consideration.

Support for the amendments to claims 1, 4, 8, 12, 20 and 23 can be found in at least the first paragraph of page 11 of the specification as filed.

Reconsideration of the application is respectfully requested in view of the following responsive remarks. For the Examiner's convenience and reference, Applicant's remarks are presented in the order in which the corresponding issues were raised in the Office Action.

In the Office Action, the following actions were taken:

(1) Claims 27, 28, 30 and 31 were rejected under 35 U.S.C. § 102(e) and 35 U.S.C. § 102(a) as being anticipated by Lee (U.S. 20030025321 A1).

(2) Claims 1, 4, 7, 8, 12, 14-16, 18, 20, 23, 26, 29 and 32 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Lee in view of Smith (EP 0884195 A1).

It is respectfully submitted that the presently pending claims be examined and allowed.

Rejections under 35 U.S.C. § 102

Claims 27, 28, 30 and 31 (including independent claims 27 and 30) were rejected under 35 U.S.C. § 102(a) and 35 U.S.C. § 102(e) as being anticipated by Lee.

Specifically, it was held in the Office Action that Lee discloses “data related to content of the printed image (0021, ‘magnetic layer containing a magnetically encoded copy of the text and images printed on the ink receptive layer 10’).”

Applicant respectfully submits that each and every element of independent claims 27 and 30 is not present in Lee. Independent claims 27 and 30 each include the limitation of “printing information comprising data related to content of the printed image” applied to the print medium (emphasis added). As described in Applicant’s previous response, the data related to content of the printed image can include such information as the names of people or objects in the image, locations of people or objects in the image, font types, authorship information, etc. This information is related to the content of the printed image, it is not the printed image itself.

As stated in the Office Action, Lee discusses storing a magnetically encoded copy of the text and images printed on the ink receptive (e.g., the content of the printed image), not information related to this content.

Accordingly, Applicant respectfully requests that the rejections under 35 U.S.C. § 102 be withdrawn.

Rejections under 35 U.S.C. § 103

Claims 1, 4, 7, 8, 12, 14-16, 18, 20, 23, 26, 29 and 32 (including independent claims 1, 8 and 20) were rejected under 35 U.S.C. § 103(a) and 35 U.S.C. § 103(e) as being obvious over Lee in view of Smith.

Independent claims 1, 8 and 20 have been amended to include a “rewritable data storage device” attached to the print medium. Thus, each of these independent claims requires that the data storage device attached to the print medium be capable of being overwritten with updated or changed printing information. To the extent that Smith includes a data storage device attached to a print medium (which Applicant does not concede), the data

storage device in Smith cannot be rewritable, as the data in Smith is applied by way of a bar code printed on a print medium. As such, the data storage device of Smith is clearly not rewritable.

In addition, amended independent claim 1 includes the limitations of: a "print medium having a rewritable data storage device attached thereto . . . said data storage device being configured to receive and store printing information comprising data related to properties of the print medium" (emphasis added).

As stated in the first office action, Lee does not disclose providing information relating to properties of the print medium.

Further, while Applicant continues to expressly dispute the propriety of combining the Smith reference with the Lee reference in the first office action, Applicant has amended claim 1 to include the limitation of a rewritable data storage device. As such, the Smith reference is clearly not relevant to the present claims, as Smith makes no reference to a rewritable storage device and provides no teaching that would suggest or enable use of a rewritable storage device.

Also, amended independent claim 8 includes the limitations of: "a printing system, comprising: a print medium configured to receive a printed image; a rewritable data storage device attached to the print medium . . . and a printing information processor associated with the printer, said printing information processor comprising a data read/write processor capable of both reading data from and writing data to the data storage device" (emphasis added).

As stated in the Office Action, Lee does not disclose providing a printing information processor capable of both reading data from and writing data to the data storage device.

Further, while Applicant continues to expressly dispute the propriety of combining the Smith reference with the Lee reference in the first office action, Applicant has amended claim 8 to include the limitation of a rewritable data storage device. As such, the Smith reference is clearly not relevant to the present claims, as Smith makes no reference to a rewritable storage device

and provides no teaching that would suggest or enable use of a rewritable storage device.

Also, amended independent claim 20 includes the limitations of: "a method for associating printing information with a print medium, comprising the steps of: attaching a rewritable data storage device to a print medium; and storing printing information on the data storage device, said printing information comprising data relating to properties of the print medium."

As stated in the first office action, Lee does not disclose providing information relating to properties of the print medium.

Further, while Applicant continues to expressly dispute the propriety of combining the Smith reference with the Lee reference in the first office action, Applicant has amended claim 20 to include the limitation of a rewritable data storage device. As such, the Smith reference is clearly not relevant to the present claims, as Smith makes no reference to a rewritable storage device and provides no teaching that would suggest or enable use of a rewritable storage device.

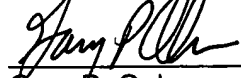
In view of the foregoing, it is Applicant's position that independent claims 1, 8, 20, 27 and 30 present allowable subject matter and allowance thereof is respectfully requested. In addition, as claims 2- 5, 7, 10-19, 21-24, 26, 28-29 and 31-32 each depend from an allowable independent claim, they are also in allowable condition.

If any impediment to the allowance of these claims remains after consideration of the above remarks, and such impediment could be removed during a telephone interview, the Examiner is invited to telephone W. Bradley Haymond (Registration No. 35,186) at (541) 715-0159 so that such issues may be resolved as expeditiously as possible.

Please charge any additional fees except for Issue Fee or credit any  
overpayment to Deposit Account No. 08-2025

Dated this 9<sup>th</sup> day of December, 2005.

Respectfully submitted,



Gary P. Oakeson  
Attorney for Applicant  
Registration No. 44,266

Of:

THORPE NORTH & WESTERN, LLP  
8180 South 700 East, Suite 200  
Sandy, Utah 84070  
(801) 566-6633

On Behalf Of:

HEWLETT-PACKARD COMPANY  
1000 NE Circle Blvd., m/s 422B  
Corvallis, OR 97330-4239  
(541) 715-0159